

## ABSTRACT OF THE DISCLOSURE

The fishing rod strike sensor provides an audible and visual indication of a fish striking a hook or lure suspended from a fishing rod by a fishing line. A flexible sensor, such as a flexible resistor, extends along the fishing rod, flexing along with the fishing rod. As the sensor flexes, an electrical characteristic of the sensor, such as its resistance, changes according to the degree of flex. An electronic circuit activates an alarm when the electrical characteristic varies beyond a threshold. The electrical circuit is adjustable to set the alarm threshold. A "window" threshold is employed whereby an alarm can be sounded both when a fish pulls on the line when taking the hook, and when a fish takes the hook in a manner that decreases the pull on the line.